COURAGE IGNITED

2024 BUSINESS MEMBERSHIP AND SPONSORSHIPS

Membership Benefits | Sponsorship Opportunities
Conference Schedules | Exhibit Booths
At LeadingAge North Carolina, our mission is to expand the possibilities of aging, provide value to members and leadership in the field through advocacy, education, innovation and collaboration. As a membership organization, our work is accomplished through collaboration with our valued members. This includes our Business Members – the many companies who provide essential products and services to providers of older adult services.

We invite you to partner with us to advance the mission of LeadingAge North Carolina, provide added value to providers of older adult services, and deepen your connections and conversations with top decision makers to market and sell your business.

When you become a LeadingAge North Carolina Business Member, you join a vast network of industry-leading companies that serve the fastest growing market segment in the country – older adults. Statistics show that 11,000 people in this country turn 65 each and every day, and Business Partner membership gives you the pathway to reach those that directly care for this growing population.

Membership creates a mutually beneficial relationship that provides you with the information and connections you desire to effectively market your business, while giving LeadingAge North Carolina and our member communities access to the knowledge and expertise that your organization has developed through the years.

**2024 BUSINESS MEMBERSHIP**

Our Business Members Enjoy

- Direct contact with decision makers in their target market
- Key relationships with industry leaders
- Sponsorship opportunities for members only
- First notification of Exhibit Hall booth sales
- First invitation to submit Annual Conference and Expo proposals
- Brand recognition
- Opportunity to leverage expertise
- Members-only registration
- Trends, best practices, and insights from informed staff
- High value, cost-effective ways to reach prospective clients
- And more…
# 2024 BUSINESS MEMBERSHIP BENEFITS

## MEMBERSHIP LEVELS

<table>
<thead>
<tr>
<th>LEVEL</th>
<th>Cost</th>
<th>Benefits</th>
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<tbody>
<tr>
<td><strong>PLATINUM BUSINESS MEMBERSHIP: $8,300</strong></td>
<td></td>
<td>• Supporter, Bronze and Silver Membership Benefits</td>
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<tr>
<td></td>
<td></td>
<td>• 2 representatives at the Executive Leadership Breakfast held during Annual Conference and Expo</td>
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<tr>
<td></td>
<td></td>
<td>• Logo in conference program</td>
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<td></td>
<td></td>
<td>• Company highlight in Member Update</td>
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<td></td>
<td></td>
<td>• Logo on LeadingAge NC homepage</td>
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<td></td>
<td></td>
<td>• Participation in C-Suite events</td>
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<td></td>
<td></td>
<td>• Total of four complimentary registrations to State Night Out Event</td>
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<tr>
<td><strong>SILVER BUSINESS MEMBERSHIP: $5,100</strong></td>
<td></td>
<td>• Supporter and Bronze Membership Benefits</td>
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<td></td>
<td></td>
<td>• Recognition in Annual Conference and Expo program</td>
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<td></td>
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<td>• Priority on sponsorship opportunities</td>
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<td></td>
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<td>• Submission of one position paper</td>
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<td></td>
<td></td>
<td>• Host a webinar/call on a timely topic</td>
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<td>• Priority to lead a discussion on an affinity group call (with exception of CEOs)</td>
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<td></td>
<td></td>
<td>• Two complimentary registrations to State Night Out event</td>
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<tr>
<td><strong>BRONZE BUSINESS MEMBERSHIP: $2,000</strong></td>
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<td>• Supporter Business Membership Benefits</td>
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<td></td>
<td></td>
<td>• Receipt of Annual Conference and Expo Attendee list for one time usage</td>
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<td></td>
<td></td>
<td>• Choice of exhibit booth or 2 complimentary registrations at Annual Conference and Expo</td>
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<tr>
<td><strong>SUPPORTER BUSINESS MEMBERSHIP: $800</strong></td>
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<td>• Receipt of RFP to present at Annual Conference and Expo, Fall Conference and other programs</td>
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<td></td>
<td></td>
<td>• Submit hosted webinar topics for consideration</td>
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<td></td>
<td></td>
<td>• Discounted registration fees</td>
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<td></td>
<td></td>
<td>• Promotion of company sponsored programs</td>
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<tr>
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<td>• Profile on website and member directory listing</td>
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<td></td>
<td></td>
<td>• Receipt of association updates and newsletters</td>
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<tr>
<td></td>
<td></td>
<td>• Additional sponsorship opportunities</td>
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</table>

The membership year is January – December.

Business memberships in LeadingAge NC are separate from memberships in LeadingAge national.
ADDITIONAL SPONSORSHIP OPPORTUNITIES

Annual Conference and Expo – May 7-10, 2024
Our largest educational event of the year, geared toward C-Suite staff to be held at The Omni Grove Park Inn, Asheville, NC. Multiple a la carte sponsorship opportunities are available for Business Members.

OPENING SESSION KEYNOTE – $8,000
Sponsor will welcome attendees, brief overview of goods/services provided and introduce keynote speaker. Marketing opportunity: Logo on all marketing materials, table top booth outside session room.

BRAND RECOGNITION – $3,200 PER ITEM
Hotel Keycards
Conference App
Lanyards
Individual Hand Sanitizer
Meeting Room Wifi
Tote Bags
Reusable Cups
NEW! Breakout room podium wraps (Co-branded boards to wrap podiums in each breakout room)
NEW! Breakout session signage (Co-branded signs outside each breakout room that list sessions to be held in the room each day)
NEW! Vendor Reception Game
We are re-imagining the vendor/attendee reception! This year’s reception will be full of fun and games!
Sponsor a game of life size jenga, connect four, corn hole, electronic darts, billiards, basketball hoop game or foosball. You host the game and provide the prizes.

Not seeing your desired sponsorship? Contact us to discuss ideas!
ADDITIONAL SPONSORSHIP OPPORTUNITIES continued

**Affinity Group Workshops: $1,700**
Workshops targeting managers and team leads in specific departments will be held throughout the year. Sponsorship includes table top booth, opportunity to provide a brief overview of goods and services provided and logo on marketing material. If virtual, sponsor will provide video introduction and overview of product. Sponsors are also invited to participate on the workshop planning taskforce. The following are scheduled to be held: Finance Symposium, Marketing Symposium and Long Term Care Leadership Summit (multiple disciplines). Others may be added throughout the year.

**State Night Out: $1,700**
**October 28, 2024**
Our largest networking event of the year and is held during the national LeadingAge Annual Conference and Expo in Nashville, TN. This event continues to grow each year and complimentary registrations are available for platinum and silver members. The registration fee for bronze and supporter members will be $120 per attendee. Sponsorship includes two complimentary tickets, logo on marketing materials and onsite signage.

**Educational Content**
Do you have new (or recycled) content you would like to share with LeadingAge North Carolina members? Please contact us at 919.571.8333 to discuss educational partnership opportunities.

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**LeadingAge North Carolina Foundation Vision Fund**
Our Vision Fund at the LeadingAge North Carolina Foundation focuses on raising sustainable funds that will:
- Develop and disseminate specific tools and resources.
- Strengthen and broaden our leadership development efforts for member community staff.
- Enable the Foundation to utilize unrestricted dollars for areas of greatest need – now and moving forward – even once we are into the new normal ahead.
- Assure a transformational change for our member communities and will position us well into the future. Thank you in advance for your thoughtful consideration of this opportunity to lead our State and to support our member communities.

For more information contact
Tom Akins at Tom.Akins@LeadingAgeNC.org

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**SPONSORSHIP AGREEMENT**
LeadingAge North Carolina reserves the right to determine whether a company meets the standards for sponsorship determined by LeadingAge North Carolina and its Board of Directors. If it does not, sponsorship application will be denied and any prepaid fees will be returned in full. Sponsorships cannot be processed without the required remittance, in order to guarantee all benefits outlined. All recognition of sponsorship is solely the responsibility of LeadingAge North Carolina and its member task forces and committees. No additional signage or display by the sponsoring company is permitted unless approved by LeadingAge North Carolina in advance. Promotion of the sponsor’s products, services or facilities at sponsored events is not allowed. If the sponsor fails to comply with this policy the company forfeits sponsorship rights for the year 2024 and will not be entitled to any refund. LeadingAge North Carolina’s recognition of sponsors in no way constitutes LeadingAge North Carolina’s endorsement of the sponsor’s products, services or facilities. A cancellation fee of twenty-five percent (25%) of booth rental will apply to all cancellations received prior to April 1, 2024. After that date, no refunds will be made. The Exhibit Rules and Regulation Contract will be provided for completion to all booth rental participants.
2024 ANNUAL CONFERENCE AND EXPO

CONFERENCE VENUE
The Omni Grove Park Inn
209 Macon Avenue
Asheville, NC 28804
Date of EXPO: May 8, 2024
Conference Dates: May 7-10, 2024
Hotel room reservations will open when conference registration opens.

BOOTH PRICE:
Complimentary for Platinum, Silver, and Bronze Business Members
$1,020 for Supporters
$1,690 for Non-Members
Priority given in the following order to contracts received by January 31, 2024:
1) Platinum Members
2) Silver Members
3) Bronze Members
4) Supporters and Non-Business Members
All other booths are assigned on a first come basis.

DECORATOR SERVICE
Southern Exhibition Services
2101 Tobacco Road
Durham, NC 27704
800.882.7469
FAX: 919.683.3107
info@southern-exhibition.com

BOOTH INCLUDES:
• Full conference registration for 2 exhibitors
• Attendance for 2 exhibitors at Welcome Reception on Tuesday, May 7
• Attendance by 2 exhibitors for breakfast, lunch, reception, and educational sessions on Wednesday, May 8
• List of conference attendees
• Company listing in onsite Expo materials two weeks prior to the conference
• 8’ x 8’ booth with draping
• Booth sign
• 6’ skirted table and 2 chairs

COURAGE IGNITED
2024 Omni Grove Park Inn
Exhibitor Map and Floor Plan

When registering online exhibitors will have an opportunity to select preferred booths. Please note the selection is a preference and not a guarantee. If preferred booth is not available, staff will strive to hold a booth as close as possible to the preferred location.

Booth confirmation number, exhibitor packet and additional details will be distributed in February.
RESERVATION AND CONFIRMATION
Booth reservations and assignments will be confirmed in February by email with your designee. Details regarding electricity, shipping, furnishings, and hotel reservations will be provided at that time along with the Southern Exhibition Services Exhibitor (SES) kit.

ELECTRICAL
Must be arranged directly with Hilton Myrtle Beach Resort after you receive your booth assignment.

SHIPPING
Arrange shipping, after you receive your booth assignment, through SES to avoid potential additional fees. For details please see the SES Exhibitor Packet which you will receive in February.

FURNISHINGS
The 8’ x 8’ booth with draping comes with a booth sign, 6’ skirted table, and 2 chairs. Additional furnishings may be arranged through SES or brought in. For details please see SES Exhibitor Packet which you will receive in February.

SCHEDULE AT-A-GLANCE*

**TUESDAY, MAY 7**
- **SET UP**
  1:00pm – 4:00pm
- **WELCOME RECEPTION**
  5:00pm – 6:30pm

**WEDNESDAY, MAY 8**
- **SET UP**
  7:00am – 8:00am
- **EXHIBIT HOURS**
  8:00am – 9:00am
  11:30am – 2:30pm
- **BREAKDOWN**
  3:00pm – 4:30pm
- **EXHIBITOR/ATTENDEE RECEPTION**
  4:30pm – 6:00pm

*All times subject to change as conference schedule is finalized.

**2024 EXPO FAQs**
1. EXHIBIT SPECIFICATIONS AND EQUIPMENT
Included in this application packet is a floor plan of the exhibit hall. All booths are 8’ x 8’. Each booth will be set up with an 8’ high back drape and 3’ high side divider. Also included in your booth rental fee will be one 6’ long skirted table, a 7’ x 4’ booth identification sign and two chairs. If you desire any additional furnishings for your booth, feel free to contact the official show decorator, Southern Exhibition Services, Inc. (SES). Information regarding set-up, lighting, power, additional equipment or furnishings and shipping will be included in the Exhibitor Service Kit sent to you in February. We encourage shipping materials through SES versus directly to the venue in order to avoid the possibility of incurring fees from both the venue and SES. Exhibitors may not use aisles or common areas as part of their exhibit. Exhibit Manager reserves the right to place tables and other displays in aisles and common areas. Electrical requests and any related required forms and payments are to be arranged directly with THE OMNI GROVE PARK INN and will be included in the Exhibitor Service Kit distributed in February. All exhibits must be dismantled and cleared of the hall by 7:30pm the same day. Exhibits are not to be dismantled prior to noted times unless directed by LeadingAge North Carolina’s Exhibit Manager.

2. EXHIBITOR PERSONNEL
During exhibit hours a representative from the exhibiting firm must be present at the booth at all times. There may be additional times the Expo hall doors will be open. Representatives are encouraged to mingle with attendees during receptions and nonexhibiting hours, which may take them away from their booths. Exhibit booth fees allow for two (2) exhibitors to participate in all events listed in the exhibitor schedule on the previous page. Additional representatives from the exhibiting company will be required to purchase additional tickets for vendor related functions.

3. CANCELLATION/ WITHDRAWAL
The exhibitor shall give LeadingAge North Carolina written notice of intent to cancel. A cancellation fee of twenty-five percent (25%) of booth rental will apply to all cancellations received prior to April 1, 2024. After this date, no refunds will be made. This clause will be strictly adhered to.

4. INSURANCE
If insurance is desired, the purchase is the sole responsibility of the exhibitor.

5. HOLD HARMLESS CLAUSE
The exhibitor assumes the entire responsibility for losses, damages, and claims arising out of injury or damage to the exhibitor’s displays, equipment, or other property brought upon the premises of the hotel and shall indemnify and hold harmless The Omni Grove Park Inn and LeadingAge North Carolina and their agents and employees from any such losses, damages and claims. Exhibitors will be responsible for any damage caused by the exhibitor to the exhibition premises.

6. OBSERVANCE OF LAWS AND SAFETY CODES
Exhibitors shall comply with all federal, state and local laws. All exhibitors must comply with local authorities regarding safety and fire regulations. Questions regarding fire and safety and use of cooking elements should be directed to the Exhibit Manager.

7. OTHER REGULATIONS
LeadingAge North Carolina reserves the right to accept or reject any application for booth space at the Annual Meeting. All of the above rules and regulations are to be construed as part of all booth applications. All matters and questions not covered by the regulations set forth will be decided by LeadingAge North Carolina’s Exhibit Manager.

8. BOOTH ASSIGNMENTS
Booth assignments are made on a first come, first-served basis. Assignments will be confirmed in February. In the event that preferred booth choices are not available, Exhibit Manager will select the best available booth possible.

9. PHOTOGRAPHY
LeadingAge North Carolina will employ a photographer to take photos at the exhibit. These images will be used by LeadingAge North Carolina to share news about the event, and to publicize our next exhibit. Images may be used in press releases, printed publicity and published on LeadingAge North Carolina’s webpage, Facebook, Twitter, and Instagram Pages. If you would prefer not to be photographed, please contact our office at 919-571-8333 or email info@leadingagenc.org.

10. CHANGES
Representatives will not be permitted to share or swap out partial or daily registrations. Please advise of any changes to the names of the representatives at least 1 week prior to the Expo.

11. WAITING LIST
LeadingAge North Carolina will start a waiting list for Expo booths in the event that the show sells out. Companies will be added in priority order with business members first followed by non-members in the order applications are received. Though rare, in the event that a booth is cancelled, the waiting list will be consulted to assign a new company to that booth.
2024 MEMBERSHIP, EXPO AND SPONSORSHIPS – REGISTRATION

All requests are for business membership, expo booth reservations and sponsorships are processed online only through our website, www.LeadingAgeNC.org. Emailed requests will not be accepted.

Current business members must login their member profile first to renew membership and then reserve an exhibit booth or two complimentary annual conference registrations*.

New business members need to “Register” on our site and follow the prompts to become a business member. Must be a business member and logged into the website in order to receive the exhibit booth member rate or select two complimentary registrations*.

If you prefer to exhibit as a non-member, we highly recommend that you register on our site as a “guest”. Booth registration fee will reflect the non-member rate.

BELOW IS A SNAPSHOT OF MEMBERSHIP DUES AND PRICING

<table>
<thead>
<tr>
<th>BUSINESS MEMBERSHIP</th>
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<tbody>
<tr>
<td>Supporter - $800</td>
<td></td>
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<tr>
<td>Bronze - $2,000</td>
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<tr>
<td>Silver - $5,100</td>
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<tr>
<td>Platinum - $8,300</td>
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<tr>
<td>Guest - $0</td>
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<table>
<thead>
<tr>
<th>EXHIBIT BOOTH (includes two representatives)</th>
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<tbody>
<tr>
<td>Member rate - $1,020</td>
<td></td>
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<tr>
<td>Non-member Rate - $1,690</td>
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<tr>
<td>Additional representatives - $500</td>
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<thead>
<tr>
<th>SPONSORSHIPS</th>
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<tbody>
<tr>
<td>Sponsorships are based on availability and offered on a first come basis.</td>
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<tr>
<td>Opportunities are available to Business Members only.</td>
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<tr>
<td>Annual Conference sponsorships per item - $3,200</td>
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<tr>
<td>Opening General Session - $8,000</td>
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<tr>
<td>Affinity Group Workshop - $1,700</td>
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<tr>
<td>State Night Out - $1,700</td>
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*All Business Member levels, with the exception of Supporter Member, have the option of selecting an exhibit booth (based on availability) that includes two representatives or two full conference registrations, as a membership benefit. Supporter Members can reserve a booth at the discounted member rate.